IN THE CLAIMS:

1.   (Currently amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client, ~~or~~ a Member or an Independent Business Owner ("IBO"), wherein a Client is not eligible to earn compensation and is eligible to buy products or services at a Client price, wherein a Member is not eligible to earn compensation and is eligible to buy products or services at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ an IBO is eligible to buy products or services at an IBO price and is eligible to earn compensation;

providing a plurality of web files operatively coupled to a web site associated with the marketing system; and

allowing access to a plurality of marketing system products or services to the registered Client, Member, or IBO via at least one of the plurality of web files.

2.   (Original) A method according to claim 1, wherein at least one of the plurality of web files is a shopping page web file.

3.   (Previously presented) A method according to claim 2, further comprising:

allowing a registered Client, Member, and IBO to purchase marketing system products or services via the shopping page web file directly from a marketing company associated with the marketing system.

4.   (Currently amended) A method according to claim 3, wherein the allowing step further comprises:

accumulating a selected list of the marketing system products or services selected for purchase by the registered Client, Member, and IBO via the shopping page web file, wherein the selected list is maintained at the server computer.

5.   (Currently amended) A method according to claim 4, wherein the accumulating step further comprises:

   receiving at the server computer identification of at least one of the marketing system products or services selected for purchase from the shopping page web file; and

   at the server computer, adding to the selected list each marketing system product or service received by said receiving step, wherein said adding step accumulates an updated list of the marketing products or services selected for purchase by a registered Client, Member, and IBO.

6.   (Currently amended) A method according to claim 5, further comprising:

   establishing a session when each of the registered Client, Member, and IBO accesses the web site associated with the marketing system;

   terminating the session when each of the registered Client, Member, and IBO terminates access with the web site; and

   at the server computer, maintaining the selected list of marketing system products or services selected for purchase via the shopping page web file for a holding period that begins when the registered Client, Member, and IBO terminates the session with the web site.

7.   (Original) A method according to claim 6, wherein the holding period is at least 30 days.

8.   (Currently amended) A method according to claim 6, further comprising:

   tracking a dormant period that begins when the registered Client, Member, and IBO terminates the session; and

   if no marketing system products or services are added to the updated selected list during the dormant period, then sending an electronic notification to the registered Client, Member, at the expiration of the dormant period.

9.   (Currently amended) A method according to claim 8, further comprising:

   resetting the dormant period if the registered Client, Member, and IBO adds a

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marketing system products or service to the ~~updated~~ <u>selected</u> list during the dormant period.

10. (Previously presented) A method according to claim 8, further comprising:

canceling the dormant period if a purchase is made by the registered Client, Member, and IBO.

11. (Currently amended) A method according to claim 8, wherein the sending step comprises:

notifying the registered Client, Member, and IBO that the marketing system products or services in the ~~updated~~ <u>selected</u> list will be deleted following a deletion period if no additional marketing system products or services are added to the ~~updated~~ <u>selected</u> list or a purchase is not made by the registered Client, Member, and IBO, wherein the deletion period begins at the expiration of the dormant period.

12. (Currently amended) A method according to claim 11, further comprising:

resetting the dormant period and the deletion period if the registered Client, Member, and IBO adds a marketing system product or service to the ~~update~~ <u>selected</u> list during the deletion period.

13. (Currently amended) A method according to claim 11, further comprising:

resetting the deletion period if the registered Client, Member, and IBO adds a marketing system product or service to the ~~updated~~ <u>selected</u> list during the deletion period.

14. (Previously presented) A method according to claim 11, further comprising:

canceling the deletion period and the dormant period if a purchase is made by the registered Client, Member, and IBO.

15. (Original) A method according to claim 11, wherein the dormant period and the deletion period are at least 15 days.

16. (Currently amended) A method according to claim 11, further comprising:

deleting each of the marketing system products or services from the ~~updated~~ <u>selected</u> list subsequent to expiration of the deletion period.

17. (Currently amended) A method according to claim 6, further comprising:

deleting each of the marketing system products or services from the ~~updated~~ selected list subsequent to expiration of the holding period.

18. (Currently amended) A method according to claim 5, further comprising:

processing an order containing the ~~updated~~ selected list of marketing products or services selected for purchase, wherein the order is initiated via an on-line order form by the registered Client, Member, and IBO; and

sending an electronic notification to the registered Client, Member, and IBO subsequent to processing the order.

19. (Previously presented) A method according to claim 18, wherein the electronic notification comprises an order status, an order number, an identifier, wherein the identifier indicates each of the marketing system products or services ordered, and a total sales price.

20. (Original) A method according to claim 1, wherein at least one of the plurality of web files is a vendor partner page web file.

21. (Previously presented) A method according to claim 20, further comprising:

allowing a registered Client, Member, and IBO to purchase marketing system products or services via the vendor partner page web file from a vendor partner associated with the marketing system.

22. (Currently amended) A method according to claim 21, wherein the allowing step further comprises:

accumulating a selected list of the marketing system products or services selected for purchase by the registered Client, Member, and IBO via the vendor partner page web file, wherein the selected list is maintained at the server computer.

23. (Currently amended) A method according to claim 22, wherein the accumulating step further comprises:

receiving at the server computer identification of at least one of the marketing system products or services selected for purchase from the vendor partner page web

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file; and

at the server computer, adding to the <u>selected</u> list each marketing system product or service received by said receiving step~~, wherein said adding step accumulates an updated list of the marketing products or services selected for purchase by a registered Client, Member, and IBO~~.

24. (Previously presented) A method according to claim 2, further comprising:

allowing a registered Client, Member, and IBO to purchase marketing system products or services via the shopping page web file directly from a marketing company and from a vendor partner, wherein the marketing company and the vendor partner are associated with the marketing system.

25. (Currently amended) A method according to claim 24, wherein the allowing step further comprises:

accumulating a <u>selected</u> list of the marketing system products or services selected for purchase by the <u>registered</u> Client, Member, and IBO via the shopping page web file, wherein the <u>selected</u> list is maintained at the server computer.

26. (Currently amended) A method according to claim 25, wherein the accumulating step further comprises:

receiving at the server computer <u>identification of</u> at least one of the marketing system products or services selected for purchase from the shopping page web file; and

at the server computer, adding to the <u>selected</u> list each marketing system product or service received by said receiving step~~, wherein said adding step accumulates an updated list of the marketing products or services selected for purchase by a registered Client, Member, and IBO~~.

27. (Currently amended) A method according to claim 26, further comprising:

establishing a session when each of the registered Client, Member, and IBO accesses the web site associated with the marketing system;

terminating the session when each of the registered Client, Member, and IBO terminates access with the web site; and

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at the server computer, maintaining the <u>selected</u> list of marketing system products or services selected for purchase via the shopping page web file for a holding period that begins when the registered Client, Member, and IBO terminates the session with the web site.

5   28.   (Original) A method according to claim 27, wherein the holding period is at least 30 days.

29.   (Currently amended) A method according to claim 27, further comprising:

tracking a dormant period that begins when the registered Client, Member, and IBO terminates the session; and

10   if no marketing system products or services are added to the ~~updated~~ <u>selected</u> list during the dormant period, then sending an electronic notification to the registered Client, Member at the expiration of the dormant period.

30.   (Currently amended) A method according to claim 29, further comprising:

resetting the dormant period if the registered Client, Member, and IBO adds a

15   marketing system products or service to the ~~updated~~ <u>selected</u> list during the dormant period.

31.   (Previously presented) A method according to claim 29, further comprising:

canceling the dormant period if a purchase is made by the registered Client, Member, and IBO.

20   32.   (Currently amended) A method according to claim 29, wherein the sending step comprises:

notifying the registered Client, Member, and IBO that the marketing system products or services in the ~~updated~~ <u>selected</u> list will be deleted following a deletion period if no additional marketing system products or services are added to the ~~updated~~

25   <u>selected</u> list or a purchase is not made by the registered Client, Member, and IBO, wherein the deletion period begins at the expiration of the dormant period.

33.   (Currently amended) A method according to claim 32, further comprising:

resetting the dormant period and the deletion period if the registered Client,

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Member, and IBO adds a marketing system product or service to the ~~update~~ <u>selected</u> list during the deletion period.

34. (Currently amended) A method according to claim 32, further comprising:

resetting the deletion period if the registered Client, Member, and IBO adds a marketing system product or service to the ~~updated~~ <u>selected</u> list during the deletion period.

35. (Previously presented) A method according to claim 32, further comprising:

canceling the deletion period and the dormant period if a purchase is made by the registered Client, Member, and IBO.

36. (Original) A method according to claim 32, wherein the dormant period and the deletion period are at least 15 days.

37. (Currently amended) A method according to claim 32, further comprising:

deleting each of the marketing system products or services from the ~~updated~~ <u>selected</u> list subsequent to expiration of the deletion period.

38. (Currently amended) A method according to claim 27, further comprising:

deleting each of the marketing system products or services from the ~~updated~~ <u>selected</u> list subsequent to expiration of the holding period.

39. (Currently amended) A method according to claim 26, further comprising:

processing an order containing the ~~updated~~ <u>selected</u> list of marketing products or services selected for purchase, wherein the order is initiated via an on-line order form by the registered Client, Member, and IBO; and

sending an electronic notification to the registered Client, Member, and IBO subsequent to processing the order.

40. (Previously presented) A method according to claim 39, wherein the electronic notification comprises an order status, an order number, an identifier, wherein the identifier indicates each of the marketing system products or services ordered, and a total sales price.

41. (Previously presented) A method according to claim 1, further comprising:

    providing on-line access to the plurality of marketing system products or services to a registered Member via an on-line redemption form associated with one of the plurality of web files; and

    allowing the registered Member to submit a rewards exchange request for marketing system products or services via the on-line redemption form.

42. (Currently amended) A method according to claim 41, wherein the allowing step further comprises:

    accumulating a <u>selected</u> list of the marketing system products or services selected for redemption by the Member via the on-line redemption form, wherein the <u>selected</u> list is maintained at the server computer.

43. (Currently amended) A method according to claim 42, wherein the accumulating step further comprises:

    receiving at the server computer <u>identification of</u> at least one of the marketing system products or services selected for redemption from the on-line redemption form; and

    at the server computer, adding to the <u>selected</u> list each marketing system product or service received by said receiving step~~, wherein said adding step accumulates an updated list of the marketing products or services selected for redemption by a registered Member~~.

44. (Currently amended) A method according to claim 43, further comprising:

    establishing a session when the registered Member accesses the web site associated with the marketing system;

    terminating the session when the registered Member terminates access with the web site; and

    at the server computer, maintaining the <u>selected</u> list of marketing system products or services selected for redemption via the on-line redemption form for a holding period that begins when the registered Member terminates the session with the web site.

45. (Original) A method according to claim 44, wherein the holding period is at least 30 days.

46. (Currently amended) A method according to claim 44, further comprising:

tracking a dormant period that begins when the registered Member terminates the session; and

if no marketing system products or services are added to the ~~updated~~ selected list during the dormant period, then sending an electronic notification to the registered Member at the expiration of the dormant period.

47. (Currently amended) A method according to claim 46, further comprising:

resetting the dormant period if the registered Member adds a marketing system products or service to the ~~updated~~ selected list during the dormant period.

48. (Original) A method according to claim 46, further comprising:

canceling the dormant period if a purchase is made by the registered Member.

49. (Currently amended) A method according to claim 46, wherein the sending step comprises:

notifying the registered Member that the marketing system products or services in the ~~updated~~ selected list will be deleted following a deletion period if no additional marketing system products or services are added to the ~~updated~~ selected list or a purchase is not made by the registered Member, wherein the deletion period begins at the expiration of the dormant period.

50. (Currently amended) A method according to claim 49, further comprising:

resetting the dormant period and the deletion period if the registered Member adds a marketing system product or service to the ~~update~~ selected list during the deletion period.

51. (Currently amended) A method according to claim 49, further comprising:

resetting the deletion period if the registered Member adds a marketing system product or service to the ~~updated~~ selected list during the deletion period.

52. (Original) A method according to claim 49, further comprising:

canceling the deletion period and the dormant period if a purchase is made by the registered Member.

53. (Original) A method according to claim 49, wherein the dormant period and the deletion period are at least 15 days.

54. (Currently amended) A method according to claim 49, further comprising:

deleting each of the marketing system products or services from the ~~updated~~ selected list subsequent to expiration of the deletion period.

55. (Currently amended) A method according to claim 44, further comprising:

deleting each of the marketing system products or services from the ~~updated~~ selected list subsequent to expiration of the holding period.

56. (Currently amended) A method according to claim 43, further comprising:

processing an order containing the ~~updated~~ selected list of marketing products or services selected for redemption, wherein the order is initiated via an on-line redemption form by the registered Member; and

sending an electronic notification to the registered Member subsequent to processing the order.

57. (Previously presented) A method according to claim 56, wherein the electronic notification comprises a redemption order status, a redemption order number, an identifier, wherein the identifier indicates each of the marketing system products or services selected for redemption, and a total redemption points total.

58. (Original) A method according to claim 1, wherein at least one of the plurality of web files is an office page web file, wherein the office page web file is accessible only by each IBO.

59. (Previously presented) A method according to claim 1, wherein at least one of the plurality of web files is an office page web file, wherein the office page web file is accessible only by each Member and IBO.

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60. (Previously presented) A method according to claim 58, further comprising:

establishing a personal group associated with a first IBO, wherein the personal group comprises at least one individual selected from the group consisting of a registered Client, Member, and a second IBO.

61. (Original) A method according to claim 60, further comprising:

creating an identifier associating the at least one individual with the first IBO; and

storing the identifier at the server computer.

62. (Previously presented) A method according to claim 60, further comprising:

providing to the first IBO information relating to sales of marketing system products or services to the personal group and sales of marketing system products or services by the personal group.

63. (Previously presented) A method according to claim 60, further comprising:

providing to the first IBO information relating to sales of marketing system products or services to the first IBO and sales of marketing system products or services by the first IBO.

64. (Original) A method according to claim 60, further comprising:

establishing a line of sponsorship, wherein the line of sponsorship comprises at least the first IBO, the second IBO, and a third IBO.

65. (Original) A method according to claim 64, further comprising:

providing to the first IBO market system and personal information relating to each of the second and third IBO.

66. (Previously presented) A method according to claim 60, further comprising:

totaling a plurality of individual point values assigned to the marketing system products or services sold to the at least one individual of the personal group and by the at least one individual of the personal group to achieve a total individual point value;

totaling a plurality of individual business volumes assigned to the marketing

system products or services sold to the at least one individual of the personal group and by the at least one individual of the personal group to achieve a total individual business volume; and

allowing the first IBO to view the total individual point value and the total individual business volume via the office page web file.

67. (Previously presented) A method according to claim 66, further comprising:

adding a plurality of individual point values assigned to the marketing system products or services sold to the first IBO and by the first IBO to achieve a total first IBO point value;

adding a plurality of individual business volumes assigned to the marketing system products or services sold to the first IBO and by the first IBO to achieve a total first IBO business volume;

allowing the first IBO to view the total first IBO point value and the total first IBO business volume via the office page web file.

68. (Previously presented) A method according to claim 60, further comprising:

totaling a plurality of individual point values assigned to the marketing system products or services sold to the personal group and by the personal group to achieve a total group point value;

totaling a plurality of individual business volumes assigned to the marketing system products or services sold to the personal group and by the personal group to achieve a total group business volume; and

allowing the first IBO to view the total group point value and the total group business volume via the office page web file.

69. (Previously presented) A method according to claim 68, further comprising:

adding a plurality of individual point values assigned to the marketing system products or services sold to the first IBO and by the first IBO to achieve a total first IBO point value;

adding the total first IBO point value to the total group point value;

adding a plurality of individual business volumes assigned to the marketing

system products or services sold to the first IBO and by the first IBO to achieve a total first IBO business volume;

adding the total first IBO business volume to the total group business volume; and

5   allowing the first IBO to view the total group point value and the total group business volume via the office page web file.

70.   (Previously presented) A method according to claim 60, further comprising:

establishing a plurality of escalating levels, wherein the escalating levels are a function of sales of marketing system products or services; and

10   providing an interactive calculation method via the office page web file, wherein the interactive calculation method allows the first IBO to determine a quantity of sales of marketing system products or services needed to reach one of the plurality of escalating levels.

71.   (Previously presented) A method according to claim 70, further comprising:

15   providing an interactive calculation method via the office page web file, wherein the interactive calculation method allows the first IBO to determine a quantity of sales of marketing system products or services needed by one of the at least one individual of the personal group to reach one of the plurality of escalating levels.

20 72.   (Original) A method according to claim 1, wherein at least one of the plurality of web files is a income options page web file, wherein the income options page web file comprises an interactive presentation of information relating to the marketing system.

73.   (Original) A method according to claim 72, wherein the interactive presentation comprises a multimedia presentation of information.

25 74.   (Previously presented) A method according to claim 72, wherein only a registered Client, Member, and IBO may view the interactive presentation via the income options page web file.

75.   (Previously presented) A method according to claim 72, further comprising:

providing an interactive calculation method via the income options page web file, wherein the interactive calculation method allows an individual to determine an income based on a quantity of sales of marketing system products or services sold through the marketing system.

76.   (Previously presented) A method according to claim 75, further comprising:

establishing a plurality of escalating levels. wherein the escalating levels are a function of sales of marketing system products or services; and

providing an interactive calculation method via the income options page web file, wherein the interactive calculation method allows the individual to determine a quantity of sales of marketing system products or services needed to reach one of the plurality of escalating levels and to determine an income associated with the quantity of sales.

77.   (Original) A method according to claim 72, further comprising:

allowing a visitor to the web site access to the interactive presentation;

presenting a series of dialog boxes to the visitor;

receiving from the visitor an income submitted via one of the dialog boxes;

receiving from the visitor a number of customers submitted via one of the dialog boxes;

receiving from the visitor a sales figure submitted via one of the dialog boxes, wherein the sales figure represents a dollar volume of sales to customers; and

receiving from the visitor a sponsor group number submitted via one of the dialog boxes, wherein the sponsor group number represents a number of individuals to be sponsored by the visitor.

78.   (Original) A method according to claim 77, further comprising:

multiplying the number of customers by the sales figure to obtain a total sales figure;

multiplying the number of customers by a retail price to obtain a total retail price;

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subtracting the total retail price from the total sales figure to obtain a total

discount sales income;

calculating a total point value based on the total sales figure;

calculating a total business volume value based on the total sales figure;

calculating a performance bonus income based on a combination of the total

point value and the total business volume;

adding the performance bonus income and the total discount sales income to

obtain a total income; and

presenting the total income to the visitor via the income options page web file.

79. (Currently amended) A method according to claim 78, further comprising:

calculating a total sponsor group point value based on sales of products or

services by the sponsor group;

calculating a total sponsor group business volume based on sales of products

or services by the sponsor group;

calculating a total sponsor group bonus income based on a combination of the

total sponsor group point value and the total sponsor group business volume;

adding the total sponsor group bonus income and the total discount sales

income to obtain a total sponsor group income; and

and presenting the total sponsor group income to the visitor via the income

options web page file.

80. (Original) A method according to claim 79, further comprising:

obtaining a revised sponsor group number from the visitor;

recalculating the total sponsor group point value and the total sponsor group

business volume using the revised sponsor group number to obtain a revised total

sponsor group bonus income;

adding the revised total sponsor group bonus income and the total discount

sales income to obtain a revised total sponsor group income; and

presenting the revised total sponsor group income to the visitor via the income

options web page file.

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81.   (Currently amended) A method according to claim 1, wherein at least one of the plurality of web files is a member ~~services~~ service page web file.

82.   (Currently amended) A method according to claim 81, further comprising:

supplying an on-line form associated with the member ~~services~~ service page web file to a registered Client, Member, and IBO;

allowing the registered Client, Member, and IBO to enter personal information onto the on-line form;

storing the personal information on the server computer; and

customizing a layout of the plurality of web files based on the personal information.

83.   (Previously presented) A method according to claim 82, further comprising:

establishing a plurality of marketing system products or services based on the personal information supplied by the registered Client, Member, and IBO; and

presenting the plurality of marketing system products or services to the registered Client, Member, and IBO.

84.   (Previously presented) A method according to claim 1, further comprising:

establishing a customer service page web file, wherein the customer service page web file is accessible to the registered Client, Member, and IBO and to non-registered visitors to the web site.

85.   (Previously presented) A method according to claim 1, wherein the allowing step is carried out so that one of the registered Client or Member does not have access to all marketing system products or services.

86.   (Previously presented) A method according to claim 1, wherein the allowing step is carried out so that only a registered IBO has access to all marketing system products or services.

87.   (Previously presented) A method according to claim 1, wherein the allowing step is carried out so that a different group of marketing system products or services is presented to each of the registered Client, Member, and IBO.

88. (Previously presented) A method according to claim 1, wherein the allowing step is carried out so that a registered Client, Member, or IBO may purchase any marketing system product or service if an identification number associated with the product or service is known.

89. (Currently amended) A method according to claim 1, further comprising:

assigning the registered Client or Member to ~~an~~ a registered IBO.

90. (Currently amended) A method according to claim 89, wherein the registered Client or Member is assigned to ~~an~~ a registered IBO based on a geographic proximity of the registered IBO to the registered Client or Member.

91. (Previously presented) A method according to claim 3, further comprising:

providing an on-line order status request form, wherein the order status request form allows the registered Client, Member, and IBO to check on a status of purchases of marketing system products or services.

92. (Previously presented) A method according to claim 21, further comprising:

providing an on-line order status request form, wherein the order status request form allows the registered Client, Member, and IBO to check on a status of purchases of marketing system products or services.

93. (Previously presented) A method according to claim 24, further comprising:

providing an on-line order status request form, wherein the order status request form allows the registered Client, Member, and IBO to check on a status of purchases of marketing system products or services.

94. (Currently amended) A method according to claim 1, further comprising:

checking a user's identifier when a user attempts to access one of the plurality of web files, ~~wherein~~ to determine whether the identifier describes a participation level associated with the user, and wherein the participation level is selected from the group consisting of Client, Member, IBO, ~~and Anonymous User~~;

redirecting the user to a marketing page web file if the user does not have an identifier;

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redirecting the user to the marketing page web file if the <u>identifier fails to</u> <u>describe the participation level as one of Client, Member and IBO</u> ~~participation level~~ ~~is an Anonymous User~~; and

redirecting a registered Client, Member, and IBO to an information page, wherein the information page explains that the participation level of the registered Client, Member, and IBO does not allow access to the one of the plurality of web files.

95.   (Previously presented) A method according to claim 94, wherein the information page comprises marketing information to encourage the registered Client, Member, and IBO to upgrade the participation level.

96.   (Previously presented) A method according to claim 3, further comprising:

providing an on-line form to the registered Client, Member, and IBO, wherein the on-line form allows the registered Client, Member, and IBO to return or exchange products or services purchased through the marketing system;

allowing the registered Client, Member, and IBO to enter a plurality of information relating to the products or services on the on-line form;

providing a preformatted form containing the information relating to the products or services, wherein the form can be printed and returned by the registered Client, Member, and IBO with the products or services; and

providing an on-line prepaid postage label, wherein the postage label can be printed and used to return the products or services.

97.   (Currently amended) A method for facilitating an on-line shopping and rewards program through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client ~~or,~~ a Member <u>or an Independent Business Owner</u> <u>("IBO")</u>, wherein a Client is not eligible to earn compensation and is eligible to buy

products or services at a Client price, wherein a Member is not eligible to earn compensation and is eligible to buy products or services at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein each an IBO is eligible to buy products or services at an IBO price and is eligible to earn compensation;

maintaining a catalog comprising marketing system products or services on the server computer;

maintaining a rewards database on the server computer for storing reward points corresponding to a registered Client, Member, and IBO;

assigning a rewards value to the marketing system products or services and storing the rewards value in the catalog;

assigning a redemption value to the marketing system products or services and storing the redemption value in the catalog;

providing on-line access to the catalog to a registered Client, Member, and IBO via an on-line order form;

allowing the registered Client, Member, and IBO to submit an order for marketing system products or services via the on-line order form;

providing on-line access to the catalog to a registered Client, Member, and IBO via an on-line redemption form;

allowing the registered Client, Member, and IBO to submit a rewards exchange request for marketing system products or services via the on-line redemption form; and

subtracting from the rewards database a redemption value corresponding to the marketing system products or services chosen by the registered Client, Member, and IBO.

98.   (Previously presented) A method according to claim 97, wherein the catalog comprises:

a marketing products or services index;

an accrual record; and

a redemption record.

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99. (Currently amended) A method according to claim 98, wherein the accrual record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with one of the registered Client, Member, and IBO; and

an accrual value for the product number.

100. (Previously presented) A method according to claim 99, wherein the type identifier is a string selected from the group consisting of Client, Member, and IBO.

101. (Original) A method according to claim 100, wherein the accrual record comprises an accrual value for each type identifier.

102. (Currently amended) A method according to claim 98, wherein the redemption record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with one of the registered Client, Member, and IBO; and

a redemption value for the product number.

103. (Previously presented) A method according to claim 102, wherein the type identifier is a string selected from the group consisting of Client, Member, and IBO.

104. (Original) A method according to claim 103, wherein the accrual record comprises an accrual value for each type identifier.

105. (Previously presented) A method according to claim 98, wherein the index comprises a product identifier for each of the marketing system products or services.

106. (Currently amended) A system for facilitating an on-line shopping and rewards program, including a computer system accessible for on-line interactive communication, said computer system comprising:

a memory device having embodied therein information relating to a plurality of marketing system products or services; and

a processor in communication with said memory device, said processor

configured for

establishing an interactive online registration process so that an individual may register with the marketing system as a Client, ~~or~~ a Member or an Independent Business Owner ("IBO"), wherein a Client is not eligible to earn

5   compensation and is eligible to buy products or services at a Client price, wherein a Member is not eligible to earn compensation and is eligible to buy products or services at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein each an IBO is eligible to buy products or services at an IBO price and is eligible to earn

10   compensation,

maintaining a catalog comprising marketing system products or services, maintaining a rewards database for storing reward points corresponding to a registered Client, Member, and IBO,

assigning a rewards value to the marketing system products or services

15   and storing the rewards value in the catalog,

assigning a redemption value to the marketing system products or services and storing the redemption value in the catalog,

providing on-line access to the catalog to a registered Client, Member, and IBO via an on-line order form,

20   allowing the registered Client, Member, and IBO to submit an order for marketing system products or services via the on-line order form,

providing on-line access to the catalog to a registered Client, Member, and IBO via an on-line redemption form,

allowing the registered Client, Member, and IBO to submit a rewards

25   exchange request for marketing system products or services via the on-line redemption form, and

subtracting from the rewards database a redemption value corresponding to the marketing system products or services chosen by the registered Client, Member, and IBO.

107. (Currently amended) A computer program product comprising a computer useable medium having computer program logic recorded thereon for enabling a processor in a computer system to facilitate an on-line shopping and rewards program, said computer program comprising:

5   establishing means for enabling the processor to establish an interactive online registration process so that an individual may register with the marketing system as a Client, ~~or~~ a Member or an Independent Business Owner ("IBO"), wherein a Client is not eligible to earn compensation and is eligible to buy products or services at a Client price, wherein a Member is not eligible to earn compensation and is eligible to

10   buy products or services at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ an IBO is eligible to buy products or services at an IBO price and is eligible to earn compensation;

        catalog maintaining means for enabling the processor to maintain a catalog

15   comprising marketing system products or services;

        rewards database maintaining means for enabling the processor to maintain a rewards database for storing reward points corresponding to a registered Client, Member, and IBO;

        rewards value assigning means for enabling the processor to assign a rewards

20   value to the marketing system products or services and storing the rewards value in the catalog;

        redemption value assigning means for enabling the processor to assign a redemption value to the marketing system products or services and storing the redemption value in the catalog;

25   first providing means for enabling the processor to provide on-line access to the catalog to a registered Client, Member, and IBO via an on-line order form;

        first allowing means for enabling the processor to allow the registered Client, Member, and IBO to submit an order for marketing system products or services via the on-line order form;

30   second providing means for enabling the processor to provide on-line access to

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the catalog to a registered Client, Member, and IBO via an on-line redemption form;

second allowing means for enabling the processor to allow the registered Client, Member, and IBO to submit a rewards exchange request for marketing system products or services via the on-line redemption form; and

subtracting means for enabling the processor to subtract from the rewards database a redemption value corresponding to the marketing system products or services chosen by the registered Client, Member, and IBO.

108. (Currently amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

providing a user with on-line access to a home page file for electronic commerce transactions, wherein the user may register with the marketing system as a Client, ~~or~~ a Member or an Independent Business Owner ("IBO"), wherein a Client is not eligible to earn compensation and is eligible to buy products or services at a Client price, wherein a Member is not eligible to earn compensation and is eligible to buy products or services at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ an IBO is eligible to buy products or services at an IBO price and is eligible to earn compensation;

providing a plurality of shopping ~~web~~ page web files for buying products or services from a marketing company associated with the marketing system; and

providing at least one vendor partner ~~web~~ page web file for buying products or services from a vendor partner associated with the marketing system.

109. (Original) A method according to claim 108, further comprising:

providing an office page web file for providing a plurality of information relating to the marketing system, wherein the office page web file is accessible only by each IBO.

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110. (Previously presented) A method according to claim 108, further comprising:

provising an office page web file for providing a plurality of information relating to the marketing system, wherein the office page web file is accessible only by each IBO and Member.

5   111. (Original) A method according to claim 108, further comprising:

providing a income options page web file, wherein the income options page web file comprises a multimedia presentation and information relating to the marketing system.

112. (Previously presented) A method according to claim 111, wherein only a registered

10   Client, Member, and IBO may view the multimedia presentation via the income options page web file.

113. (Currently amended) A method according to claim 108, further comprising:

supplying an on-line form associated with a member ~~services~~ <u>service</u> page web file to a registered Client, Member, and IBO;

15   allowing the registered Client, Member, and IBO to enter personal information onto the on-line form;

storing the personal information on the server computer; and

customizing a layout for the plurality of product web page files based on the personal information.

20   114. (Currently amended) A system for facilitating electronic commerce transactions in a marketing system comprising:

a memory device having embodied therein information relating to a plurality of marketing system products or services; and

a processor in communication with said memory device, said processor

25   configured for

providing a user with on-line access to a home page file for electronic commerce transactions, wherein the user may register with the marketing system as a Client, ~~or~~ a Member <u>or an Independent Business Owner ("IBO")</u>, wherein a Client is not eligible to earn compensation and is eligible to buy products <u>or services</u> at a

Client price, wherein a Member ~~is not eligible to earn compensation and~~ is eligible to buy products <u>or services</u> at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ <u>an</u> IBO is eligible to buy products <u>or services</u> at an IBO price and is eligible to earn compensation,

    providing a plurality of shopping ~~web~~ page <u>web</u> files for buying products or services from a marketing company associated with the marketing system, and

    providing at least one vendor partner ~~web~~ page <u>web</u> file for buying products or services from a vendor partner associated with the marketing system.

115. (Original) A system according to claim 114, wherein said processor is further configured for

    providing an office page web file for providing a plurality of information relating to the marketing system, wherein the office page web file is accessible only by each IBO.

116. (Previously presented) A system according to claim 114, wherein said processor is further configured for

    providing an office page web file for providing a plurality of information relating to the marketing system, wherein the office page web file is accessible only by each IBO and Member.

117. (Original) A system according to claim 114, wherein said processor is further configured for

    providing a income options page web file, wherein the income options page web file comprises a multimedia presentation and information relating to the marketing system.

118. (Previously presented) A system according to claim 117, further comprising:

    wherein only a registered Client, Member, and IBO may view the multimedia presentation via the income options page web file.

119.   (Currently amended) A system according to claim 114, wherein said processor is further configured for

supplying an on-line form associated with a member ~~services~~ <u>service</u> page web file to a registered Client, Member, and IBO,

5   allowing the registered Client, Member, and IBO to enter personal information onto the on-line form,

storing the personal information on the server computer, and

customizing a layout for the plurality of product web page files based on the personal information.

10   120.   (Currently amended) A computer program product comprising a computer useable medium having computer program logic recorded thereon for enabling a processor in a computer system to facilitate electronic commerce transactions in a marketing system, said computer program logic comprising:

providing means for enabling the processor to provide a user with on-line
15   access to a home page file for electronic commerce transactions, wherein the user may register with the marketing system as a Client, ~~or~~ a Member <u>or an Independent Business Owner ("IBO")</u>, wherein a Client is not eligible to earn compensation and is eligible to buy products <u>or services</u> at a Client price, wherein a Member <u>is not eligible to earn compensation and</u> is eligible to buy products <u>or services</u> at a Member price,
20   and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ <u>an</u> IBO is eligible to buy products <u>or services</u> at an IBO price and is eligible to earn compensation,

providing means for enabling the processor to provide a plurality of shopping ~~web~~ page <u>web</u> files for buying products or services from a marketing company
25   associated with the marketing system, and

providing means for enabling the processor to provide at least one vendor partner ~~web~~ page <u>web</u> file for buying products or services from a vendor partner associated with the marketing system.

121. (Currently amended) A system for facilitating electronic commerce transactions in a marketing system comprising:

a memory device having embodied therein information relating to a plurality of marketing system products or services; and

a processor in communication with said memory device, said processor configured for

establishing an interactive online registration process so that an individual may register with the marketing system as a Client, ~~or~~ a Member or an Independent Business Owner, wherein a Client is not eligible to earn compensation and is eligible to buy products or services at a Client price, wherein a Member is not eligible to earn compensation and is eligible to buy products or services at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ an IBO is eligible to buy products or services at an IBO price and is eligible to earn compensation,

providing a plurality of web files operatively coupled to a web site associated with the marketing system, and

allowing access to a plurality of marketing system products or services to the registered Client, Member, or IBO via at least one of the plurality of web files.

122. (Currently amended) A computer program product comprising a computer useable medium having computer program logic recorded thereon for enabling a processor in a computer system to facilitate electronic commerce transactions in a marketing system, said computer program logic comprising:

establishing means for enabling the processor to establish an interactive online registration process so that an individual may register with the marketing system as a Client, ~~or~~ a Member or an Independent Business Owner ("IBO"), wherein a Client is not eligible to earn compensation and is eligible to buy products or services at a Client price, wherein a Member is not eligible to earn compensation and is eligible to buy products or services at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ an IBO is eligible to buy products or services at an IBO price and

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is eligible to earn compensation;

    providing means for enabling the processor to provide a plurality of web files operatively coupled to a web site associated with the marketing system; and

    allowing means for enabling the processor to allow access to a plurality of marketing system products or services to the registered Client, Member, or IBO via at least one of the plurality of web files.

123.   (Currently amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

    establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client, or a Member or an Independent Business Owner ("IBO"), wherein a Client is not eligible to earn compensation and is eligible to buy products or services at a Client price, wherein a Member is eligible to buy products or services at a Member price and is not eligible to earn compensation, and wherein each IBO is eligible to buy products or services at an IBO price and is eligible to earn compensation;

    providing a plurality of web files operatively coupled to a web site associated with the marketing system; and

    allowing access to a plurality of marketing system products or services to the ' registered Client, Member, or IBO via at least one of the plurality of web files.

124.   (Previously presented) A method according to claim 123, further comprising:

    providing on-line access to the plurality of marketing system products or services to a registered Client, Member, and IBO via an on-line redemption form associated with one of the plurality of web files; and

    allowing the registered Client, Member, and IBO to submit a rewards exchange request for marketing system products or services via the on-line redemption form.

125. (Currently amended) A method according to claim 124, wherein the step of allowing the registered Client, Member, and IBO to submit a rewards exchange request further comprises:

accumulating a <u>selected</u> list of the marketing system products or services selected for redemption by the registered Client, Member, and IBO via the on-line redemption form, wherein the <u>selected</u> list is maintained at the server computer.

126. (Currently amended) A method according to claim 125, wherein the accumulating step further comprises:

receiving at the server computer <u>identification of</u> at least one of the marketing system products or services selected for redemption from the on-line redemption form; and

at the server computer, adding to the <u>selected</u> list each marketing system product or service received by said receiving step, ~~wherein said adding step accumulates an updated list of the marketing products or services selected for redemption by a registered Client, Member, and IBO~~.

127. (Currently amended) A method for facilitating an on-line shopping and rewards program through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that an individual may register with the marketing system as a Client, ~~or~~ a Member <u>or an Independent Business Owner ("IBO")</u>, wherein a Client is not eligible to earn compensation and is eligible to buy products <u>or services</u> at Client price, wherein a Member <u>is not eligible to earn compensation and</u> is eligible to buy products <u>or services</u> at a Member price, and ~~wherein a Member qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO,~~ wherein ~~each~~ <u>an</u> IBO is eligible to buy products <u>or services</u> at an IBO price and is eligible to earn compensation;

maintaining a catalog comprising marketing system products or services on the

server computer;

maintaining a rewards database on the server computer for storing reward points corresponding to a registered Member;

assigning a rewards value to the marketing system products or services and storing the rewards value in the catalog;

assigning a redemption value to the marketing system products or services and storing the redemption value in the catalog;

providing on-line access to the catalog to a registered Member via an on-line order form;

allowing the registered Member to submit an order for marketing system products or services via the on-line order form;

providing on-line access to the catalog to a registered Member via an on-line redemption form;

allowing the registered Member to submit a rewards exchange request for marketing system products or services via the on-line redemption form; and

subtracting from the rewards database a redemption value corresponding to the marketing system products or services chosen by the registered Member.

128. (Previously presented) A method according to claim 127, wherein the catalog comprises:

a marketing products or services index;

an accrual record; and

a redemption record.

129. (Original) A method according to claim 128, wherein the accrual record comprises:

a product number;

a type identifier, wherein the type identifier is a value associated with the registered Member; and

an accrual value for the product number.

130. (Original) A method according to claim 129, wherein the type identifier is a string comprising the registered Member.

131. (Original) A method according to claim 130, wherein the accrual record comprises an accrual value for each type identifier.

132. (Original) A method according to claim 128, wherein the redemption record comprises:

    a product number;

    a type identifier, wherein the type identifier is a value associated with the Member; and

    a redemption value for the product number.

133. (Original) A method according to claim 132, wherein the type identifier is a string comprising the Member.

134. (Original) A method according to claim 133, wherein the accrual record comprises an accrual value for each type identifier.

135. (Previously presented) A method according to claim 128, wherein the index comprises a product identifier for each of the marketing system products or services.

136. (Currently amended) A method for accumulating a list of products or services selected for purchase from a shopping page web file and a merchant partner page web file, the method comprising:

    accumulating a <u>selected</u> list of product or service identifiers selected for purchase at a server computer;

    receiving at the server computer <u>identification of</u> at least one of the product or service identifiers selected for purchase from at least one web file selected from the group consisting of the shopping page web file and the merchant partner page web file; <u>and</u>

    at the server computer, adding to the <u>selected</u> list each product or service received by said receiving step~~, wherein said adding step accumulates an updated list of the products or services selected for purchase~~.

137. (Currently amended) A method according to claim 136, further comprising:

    establishing a session when a user accesses one of the shopping page web file

and the merchant partner page web file;

      terminating the session when the user terminates access with one of the shopping page web file and the merchant partner page web file; and

      at the server computer, maintaining the <u>selected</u> list of products or services selected for purchase for a holding period that begins when the user terminates the session.

138.   (Currently amended) A method according to claim 137, further comprising:

      tracking a dormant period that begins when the user terminates the session; and

      if no products or services are added to the ~~updated~~ <u>selected</u> list during the dormant period, then sending an electronic notification to the user at the expiration of the dormant period.

139.   (Currently amended) A method according to claim 138, further comprising:

      resetting the dormant period if the a product or service is added to the ~~updated~~ <u>selected</u> list during the dormant period.

140.   (Original) A method according to claim 138, further comprising:

      canceling the dormant period if a purchase is made.

141.   (Currently amended) A method according to claim 138, wherein the sending step comprises:

      forward a notification that the marketing system products or services in the ~~updated~~ <u>selected</u> list will be deleted following a deletion period if no additional marketing system products or services are added to the ~~updated~~ <u>selected</u> list or a purchase is not made, wherein the deletion period begins at the expiration of the dormant period.

142.   (Currently amended) A method according to claim 141, further comprising:

      resetting the dormant period and the deletion period if a product or service is added to the ~~update~~ <u>selected</u> list during the deletion period.

143. (Currently amended) A method according to claim 141, further comprising:

resetting the deletion period if a product or service is added to the ~~updated~~ selected list during the deletion period.

144. (Original) A method according to claim 141, further comprising:

canceling the deletion period and the dormant period if a purchase is made.

145. (Original) A method according to claim 141, wherein the dormant period and the deletion period are at least 15 days.

146. (Currently amended) A method according to claim 141, further comprising:

deleting each of the products or services from the ~~updated~~ selected list subsequent to expiration of the deletion period.

147. (Currently amended) A method according to claim 146, further comprising:

deleting each of the products or services from the ~~updated~~ selected list subsequent to expiration of the holding period.

148. (Currently amended) A method according to claim 145, further comprising:

processing an order containing the ~~updated~~ selected list of products or services selected for purchase, wherein the order is initiated via an on-line order form; and

sending an electronic notification subsequent to processing the order.

149. (Previously presented) A method according to claim 148, wherein the electronic notification comprises an order status, an order number, an identifier, wherein the identifier indicates each of the products or services ordered, and a total sales price.

150. (Currently Amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser system and the server computer so that a first individual may register with the marketing system;

providing a plurality of web files operatively coupled to a web site associated

with the marketing system;

allowing access to a plurality of marketing system products or services to the registered individual via at least one of the plurality of web files; and

assigning a second individual who registers with the marketing system to the first individual based on a geographic proximity of the first individual to the second individual.

151. (Cancelled)

152. (Original) A method for granting access to a user to a first web page file comprising:

determining if the user has an authentication identifier;

directing the user to a marketing page web file if the user does not possess an authentication identifier;

determining a participation level of the user if the user possesses an authentication identifier;

granting access to the first web page file if the participation level of the user meets a predetermined access level; and

directing the user to a second web page file if the participation level of the user does not meet the predetermined access level.

153. (Original) A method according to claim 152, wherein the second web page file notifies the user that the participation level of the user does not meet the predetermined access level for the first web page file.

154. (Currently amended) A method for facilitating electronic commerce transactions in a marketing system through a network, the network comprising at least one server computer capable of communicating with a browser system located at a remote client computer, the method comprising:

establishing an interactive online registration process between the client browser and the server computer so that an individual may register with the marketing system as a Client, Member, or Independent Business Owner ("IBO"), wherein the Client is not eligible to earn compensation and is eligible to purchase products or services at a Client price, wherein the Member is not eligible to earn compensation

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and is eligible to purchase products or services at a Member price, and wherein the IBO is eligible to earn compensation and is eligible to purchase products or services at an IBO price;

providing a plurality of web files operatively coupled to a web site associated with the marketing system; and

allowing access to a plurality of marketing system products or services to the registered Client, Member, or IBO via at least one of the plurality of web files.

155. (Currently amended) A method according to claim 154, further comprising:

allowing the registered Client, Member, or IBO to purchase products or services directly from a marketing company associated with the marketing system.

156. (Currently amended) A method according to claim 155, further comprising:

compensating an IBO based on sales of marketing system products or services, the marketing system products or services comprising products or services of the marketing company.

157. (Currently amended) A method according to claim 1 wherein said individual may further register with the marketing system as a Member Plus, wherein a Member Plus is eligible to buy products or services at a Member Plus price, and wherein a Member Plus qualifies to earn compensation by satisfying a sales qualification level and thereby qualifying as an IBO, said method further comprising allowing access to said plurality of marketing system products or services to the registered Member Plus via at least one of the plurality of web files.